

Information Commissioner's Office

# Consultation:

## Age Appropriate Design code

Start date: 15 April 2019

End date: 31 May 2019

# Introduction

---

The Information Commissioner is seeking feedback on her draft code of practice [Age appropriate design](#) - a code of practice for online services likely to be accessed by children (the code).

The code will provide guidance on the design standards that the Commissioner will expect providers of online 'Information Society Services' (ISS), which process personal data and are likely to be accessed by children, to meet.

The code is now out for public consultation and will remain open until 31 May 2019. The Information Commissioner welcomes feedback on the specific questions set out below.

Please send us your comments by 31 May 2019.

**Download this document and email to:**

[ageappropriatedesign@ico.org.uk](mailto:ageappropriatedesign@ico.org.uk)

**Print off this document and post to:**

Age Appropriate Design code consultation  
Policy Engagement Department  
Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire SK9 5AF

If you would like further information on the consultation please telephone 0303 123 1113 and ask to speak to the Policy Engagement Department about the Age Appropriate Design code or email [ageappropriatedesign@ico.org.uk](mailto:ageappropriatedesign@ico.org.uk)

## Privacy statement

For this consultation, we will publish all responses except for those where the respondent indicates that they are an individual acting in a private capacity (e.g. a member of the public or a parent). All responses from organisations and individuals responding in a professional capacity (e.g. academics, child development experts, sole traders, child minders, education professionals) will be published. We will remove email addresses and telephone numbers from these responses but apart from this, we will publish them in full.

For more information about what we do with personal data, please see our [privacy notice](#).

## Section 1: Your views

---

**Q1.** Is the '**About this code**' section of the code clearly communicated?

Yes

If NO, then please provide your reasons for this view.

**Q2.** Is the '**Services covered by this code**' section of the code clearly communicated?

Yes

If NO, then please provide your reasons for this view.

## Standards of age-appropriate design

Please provide your views on the sections of the code covering each of the 16 draft standards

**1. Best interests of the child:** The best interests of the child should be a primary consideration when you design and develop online services likely to be accessed by a child.

**2. Age-appropriate application:** Consider the age range of your audience and the needs of children of different ages. Apply the standards in this code to all users, unless you have robust age-verification mechanisms to distinguish adults from children.

**3. Transparency:** The privacy information you provide to users, and other published terms, policies and community standards, must be concise, prominent and in clear language suited to the age of the child. Provide additional specific 'bite-sized' explanations about how you use personal data at the point that use is activated.

**4. Detrimental use of data:** Do not use children's personal data in ways that have been shown to be detrimental to their wellbeing, or that go against industry codes of practice, other regulatory provisions or Government advice.

**5. Policies and community standards:** Uphold your own published terms, policies and community standards (including but not limited to privacy policies, age restriction, behaviour rules and content policies).

**6. Default settings:** Settings must be 'high privacy' by default (unless you can demonstrate a compelling reason for a different default setting, taking account of the best interests of the child).

**7. Data minimisation:** Collect and retain only the minimum amount of personal data necessary to provide the elements of your service in which a child is actively and knowingly engaged. Give children separate choices over which elements they wish to activate.

**8. Data sharing:** Do not disclose children's data unless you can demonstrate a compelling reason to do so, taking account of the best interests of the child.

**9. Geolocation:** Switch geolocation options off by default (unless you can demonstrate a compelling reason for geolocation, taking account of the best interests of the child), and provide an obvious sign for children when location tracking is active. Options which make a child's location visible to others must default back to off at the end of each session.

**10. Parental controls:** If you provide parental controls give the child age appropriate information about this. If your online service allows a parent or carer to monitor their child's online activity or track their location, provide an obvious sign to the child when they are being monitored.

**11. Profiling:** Switch options based on profiling off by default (unless you can demonstrate a compelling reason for profiling, taking account of the best interests of the child). Only allow profiling if you have appropriate measures in place to protect the child from any harmful effects (in particular, being fed content that is detrimental to their health or wellbeing).

**12. Nudge techniques:** Do not use nudge techniques to lead or encourage children to provide unnecessary personal data, weaken or turn off privacy protections, or extend use.

**13. Connected toys and devices:** If you provide a connected toy or device ensure you include effective tools to enable compliance with this code

**14. Online tools:** Provide prominent and accessible tools to help children exercise their data protection rights and report concerns.

**15. Data protection impact assessments:** Undertake a DPIA specifically to assess and mitigate risks to children who are likely to access your service, taking into account differing ages, capacities and development needs. Ensure that your DPIA builds in compliance with this code.

**16. Governance and accountability:** Ensure you have policies and procedures in place which demonstrate how you comply with data protection obligations, including data protection training for all staff involved in the design and development of online services likely to be accessed by children. Ensure that your policies, procedures and terms of service demonstrate compliance with the provisions of this code

**Q3.** Have we communicated our expectations for this standard clearly?

<b>1. Best interests of the child</b>
Yes
If NO, then please provide your reasons for this view.
<b>2. Age-appropriate application</b>
Yes
If NO, then please provide your reasons for this view.
<b>3. Transparency</b>
Yes
If NO, then please provide your reasons for this view.
<b>4. Detrimental use of data</b>
Yes
If NO, then please provide your reasons for this view.
<b>5. Policies and community standards</b>
Yes
If NO, then please provide your reasons for this view.
<b>6. Default settings</b>
Yes
If NO, then please provide your reasons for this view.
<b>7. Data minimisation</b>
Yes
If NO, then please provide your reasons for this view.
<b>8. Data sharing</b>
Yes
If NO, then please provide your reasons for this view.
<b>9. Geolocation</b>
Yes
If NO, then please provide your reasons for this view.
<b>10. Parental controls</b>
Yes
If NO, then please provide your reasons for this view.

<b>11. Profiling</b>
Yes
If NO, then please provide your reasons for this view.
<b>12. Nudge techniques</b>
Yes
If NO, then please provide your reasons for this view.
<b>13. Connected toys and devices</b>
Yes
If NO, then please provide your reasons for this view.
<b>14. Online tools</b>
Yes
If NO, then please provide your reasons for this view.
<b>15. Data protection impact assessments</b>
Yes
If NO, then please provide your reasons for this view.
<b>16. Governance and accountability</b>
Yes
If NO, then please provide your reasons for this view.

**Q4.** Do you have any examples that you think could be used to illustrate the approach we are advocating for this standard?

<b>1. Best interests of the child</b>
No
If YES, then please provide details.
<b>2. Age-appropriate application</b>
No
If YES, then please provide details.
<b>3. Transparency</b>
No
If YES, then please provide details.

**4. Detrimental use of data**

No

If YES, then please provide details.

**5. Policies and community standards**

No

If YES, then please provide details.

**6. Default settings:**

No

If YES, then please provide details.

**7. Data minimisation**

Yes

VeeLoop provides an online payment approval service for children and parents which minimises the amount of data captured for a child wishing to purchase an item. Rather than entering their personal and payment details, the child selects the option 'Pay with VeeLoop' and enters their email address, which is only held by VeeLoop (not the retailer) and their parent's email address. Their basket request is then sent to the parent who approves each item and completes the transaction with the retailer, providing necessary details for the order to be fulfilled. The retailer never receives the child's personal data, and VeeLoop do not market to the child, so the risks of children shopping online and sharing data can be minimised by the use of this service. [www.veeloop.com](http://www.veeloop.com)

**8. Data sharing**

No

If YES, then please provide details.

**9. Geolocation**

No

If YES, then please provide details.

**10. Parental controls**

Yes

VeeLoop is an online payment approval service for children and parents which allows children to shop independently online, but parents to retain control over what is purchased. The child shops online at the retailer's site and fills their basket, but rather than entering their own or their parent's payment information, they choose 'Pay with VeeLoop' and only enter their email address (which is held by VeeLoop, not the retailer). The parent then receives the basket by email and has full control to approve or decline each item and then complete the transaction with the retailer. Only the parent's details are shared with the retailer to fulfil the order.



The child is fully aware when checking out with VeeLoop that their order is going to their parent for approval, with straight-forward language. See [www.veeloop.com](http://www.veeloop.com) to find out more.

**11. Profiling**

No

If YES, then please provide details.

**12. Nudge techniques**

No

If YES, then please provide details.

**13. Connected toys and devices**

No

If YES, then please provide details.

**14. Online tools**

No

If YES, then please provide details.

**15. Data protection impact assessments**

No

If YES, then please provide details.

**16. Governance and accountability**

No

If YES, then please provide details.

**Q5.** Do you think this standard gives rise to any unwarranted or unintended consequences?

**1. Best interests of the child**

No

If YES, then please provide your reasons for this view.

**2. Age-appropriate application**

No

If YES, then please provide your reasons for this view.

<b>3. Transparency</b>
No
If YES, then please provide your reasons for this view.
<b>4. Detrimental use of data</b>
No
If YES, then please provide your reasons for this view.
<b>5. Policies and community standards</b>
No
If YES, then please provide your reasons for this view.
<b>6. Default settings</b>
No
If YES, then please provide your reasons for this view.
<b>7. Data minimisation</b>
No
If YES, then please provide your reasons for this view.
<b>8. Data sharing</b>
No
If YES, then please provide your reasons for this view.
<b>9. Geolocation</b>
No
If YES, then please provide your reasons for this view.
<b>10. Parental controls</b>
No
If YES, then please provide your reasons for this view.
<b>11. Profiling</b>
No
If YES, then please provide your reasons for this view.
<b>12. Nudge techniques</b>
No
If YES, then please provide your reasons for this view.
<b>13. Connected toys and devices</b>
No
If YES, then please provide your reasons for this view.
<b>14. Online tools</b>
No

If YES, then please provide your reasons for this view.
<b>15. Data protection impact assessments</b>
No
If YES, then please provide your reasons for this view.
<b>16. Governance and accountability</b>
No
If YES, then please provide your reasons for this view.

**Q6.** Do you envisage any feasibility challenges to online services delivering this standard?

<b>1. Best interests of the child</b>
No
If YES, then please provide details of what you think the challenges are and how you think they could be overcome.
<b>2. Age-appropriate application</b>
No
If YES, then please provide details of what you think the challenges are and how you think they could be overcome.
<b>3. Transparency</b>
No
If YES, then please provide details of what you think the challenges are and how you think they could be overcome.
<b>4. Detrimental use of data</b>
No
If YES, then please provide details of what you think the challenges are and how you think they could be overcome.
<b>5. Policies and community standards</b>
No
If YES, then please provide details of what you think the challenges are and how you think they could be overcome.
<b>6. Default settings</b>
No
If YES, then please provide details of what you think the challenges are and how you think they could be overcome.

**7. Data minimisation**

No

If YES, then please provide details of what you think the challenges are and how you think they could be overcome.

**8. Data sharing**

No

If YES, then please provide details of what you think the challenges are and how you think they could be overcome.

**9. Geolocation**

No

If YES, then please provide details of what you think the challenges are and how you think they could be overcome.

**10. Parental controls**

No

If YES, then please provide details of what you think the challenges are and how you think they could be overcome.

**11. Profiling**

No

If YES, then please provide details of what you think the challenges are and how you think they could be overcome.

**12. Nudge techniques**

No

If YES, then please provide details of what you think the challenges are and how you think they could be overcome.

**13. Connected toys and devices**

No

If YES, then please provide details of what you think the challenges are and how you think they could be overcome.

**14. Online tools**

No

If YES, then please provide details of what you think the challenges are and how you think they could be overcome.

**15. Data protection impact assessments**

No

If YES, then please provide details of what you think the challenges are and how you think they could be overcome.

**16. Governance and accountability**

No

If YES, then please provide details of what you think the challenges are and how you think they could be overcome.

**Q7.** Do you think this standard requires a transition period of any longer than 3 months after the code come into force?

**1. Best interests of the child**

No

If YES, then please provide your reasons for this view, and give an indication of what you think a reasonable transition period would be and why.

**2. Age-appropriate application**

No

If YES, then please provide your reasons for this view, and give an indication of what you think a reasonable transition period would be and why.

**3. Transparency**

No

If YES, then please provide your reasons for this view, and give an indication of what you think a reasonable transition period would be and why.

**4. Detrimental use of data**

No

If YES, then please provide your reasons for this view, and give an indication of what you think a reasonable transition period would be and why.

**5. Policies and community standards**

No

If YES, then please provide your reasons for this view, and give an indication of what you think a reasonable transition period would be and why.

**6. Default settings**

No

If YES, then please provide your reasons for this view, and give an indication of what you think a reasonable transition period would be and why.

#### **7. Data minimisation**

No

If YES, then please provide your reasons for this view, and give an indication of what you think a reasonable transition period would be and why.

#### **8. Data sharing**

No

If YES, then please provide your reasons for this view, and give an indication of what you think a reasonable transition period would be and why.

#### **9. Geolocation**

No

If YES, then please provide your reasons for this view, and give an indication of what you think a reasonable transition period would be and why.

#### **10. Parental controls**

No

If YES, then please provide your reasons for this view, and give an indication of what you think a reasonable transition period would be and why.

#### **11. Profiling**

No

If YES, then please provide your reasons for this view, and give an indication of what you think a reasonable transition period would be and why.

#### **12. Nudge techniques**

No

If YES, then please provide your reasons for this view, and give an indication of what you think a reasonable transition period would be and why.

#### **13. Connected toys and devices**

No

If YES, then please provide your reasons for this view, and give an indication of what you think a reasonable transition period would be and why.

#### **14. Online tools**

No

If YES, then please provide your reasons for this view, and give an indication of what you think a reasonable transition period would be and why.

#### **15. Data protection impact assessments**

No

If YES, then please provide your reasons for this view, and give an indication of what you think a reasonable transition period would be and why.

#### **16. Governance and accountability**

No

If YES, then please provide your reasons for this view, and give an indication of what you think a reasonable transition period would be and why.

**Q8.** Do you know of any online resources that you think could be usefully linked to from this section of the code?

#### **1. Best interests of the child**

No

If YES, then please provide details (including links).

#### **2. Age-appropriate application**

No

If YES, then please provide details (including links).

#### **3. Transparency**

No

If YES, then please provide details (including links).

#### **4. Detrimental use of data**

No
If YES, then please provide details (including links).
<b>5. Policies and community standards</b>
No
If YES, then please provide details (including links).
<b>6. Default settings</b>
No
If YES, then please provide details (including links).
<b>7. Data minimisation</b>
Yes
If YES, then please provide details (including links). www.veeloop.com
<b>8. Data sharing</b>
No
If YES, then please provide details (including links).
<b>9. Geolocation</b>
No
If YES, then please provide details (including links).
<b>10. Parental controls</b>
Yes
If YES, then please provide details (including links). www.veeloop.com
<b>11. Profiling</b>
No
If YES, then please provide details (including links).
<b>12. Nudge techniques</b>
No
If YES, then please provide details (including links).
<b>13. Connected toys and devices</b>
No
If YES, then please provide details (including links).
<b>14. Online tools</b>
No
If YES, then please provide details (including links).
<b>15. Data protection impact assessments</b>
No



If YES, then please provide details (including links).
<b>16. Governance and accountability</b>
No
If YES, then please provide details (including links).

<p><b>Q9.</b> Is the '<b>Enforcement of this code</b>' section clearly communicated?</p> <p>Yes</p> <p>If NO, then please provide your reasons for this view.</p>
<p><b>Q10.</b> Is the '<b>Glossary</b>' section of the code clearly communicated?</p> <p>Yes</p> <p>If NO, then please provide your reasons for this view.</p>
<p><b>Q11.</b> Are there any key terms missing from the '<b>Glossary</b>' section?</p> <p>No</p> <p>If YES, then please provide your reasons for this view.</p>
<p><b>Q12.</b> Is the '<b>Annex A: Age and developmental stages</b>' section of the code clearly communicated?</p> <p>Yes</p> <p>If NO, then please provide your reasons for this view.</p>

**Q13.** Is there any information you think needs to be changed in the **'Annex A: Age and developmental stages'** section of the code?

Yes

If YES, then please provide your reasons for this view.

**Q14.** Do you know of any online resources that you think could be usefully linked to from **the 'Annex A: Age and developmental stages'** section of the code?

Yes

If YES, then please provide details (including links).

**Q15.** Is the **'Annex B: Lawful basis for processing'** section of the code clearly communicated?

Yes

If NO, then please provide your reasons for this view.

**Q16.** Is this **'Annex C: Data Protection Impact Assessments'** section of the code clearly communicated?

Yes

If NO, then please provide your reasons for this view.

**Q17.** Do you think any issues raised by the code would benefit from further (post publication) work, research or innovation?

Yes

If YES, then please provide details (including links).

## Section 2: About you

---

**Are you:**

A body representing the views or interests of children? Please specify:	<input type="checkbox"/>
A body representing the views or interests of parents? Please specify:	<input type="checkbox"/>
A child development expert? Please specify:	<input type="checkbox"/>

<p>An Academic?</p> <p>Please specify:</p>	<input type="checkbox"/>
<p>An individual acting in another professional capacity?</p> <p>Please specify:</p>	<input type="checkbox"/>
<p>A provider of an ISS likely to be accessed by children?</p> <p>Please specify:</p> <p>An online payment approval service for children and parents, VeeLoop.com</p>	<input checked="" type="checkbox"/>
<p>A trade association representing ISS providers?</p> <p>Please specify:</p>	<input type="checkbox"/>
<p>An individual acting in a private capacity (e.g. someone providing their views as a member of the public of the public or a parent)?</p>	<input type="checkbox"/>
<p>An ICO employee?</p>	<input type="checkbox"/>
<p>Other?</p> <p>Please specify:</p>	<input checked="" type="checkbox"/>

**Thank you for responding to this consultation.**

**We value your input.**